R J Reynolds
Tobacco Company

F. V. Natale
Region Business Mgr.

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February 7, 1996

To: B. A. Cook
R. M. Duszynski

SUBJECT: 1996 DORAL TRADE MARKETING PROGRAM

Dear Bruce and Renee:

The attached information outlines our 1996 DORAL Trade Marketing Program. This is a great program to not only build DORAL business, but also offer something unique to our Partners. Please read over the material and determine what chains you would like to present to. Due to the administrative involvement in running this program, I will assist in developing and administering the program. I can also assist in the presentations to your chains.

The time frame for the June mailing is tight. I will get in touch with each of you early next week to discuss.

Sincerely,

F. V. Natale
FVN:am
Attachments

cc: R. C. Farmer

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Source: https://www.industrydocuments.ucsf.edu/docs/yswn0000